

A Boon for sustainable hospitality

Sustainability has concretely fortified its position at the core of hospitality. Major hospitality brands have adapted sustainable solutions to adapt to evolving guest expectations and ESG frameworks. As guest preferences shift towards sustainable luxury and comfort, hotels have adopted solutions in order to meet the evolving demand, from LEED certifications to bottling and waste management plants, hotels are opting for a greener future while enhancing guest experiences.

In today's hospitality landscape, sustainability is no longer an option – it is a necessity. However, one major challenge is eliminating single-use plastic water bottles. This is where Boon steps in. Boon is a technology start-up challenging the inertia around drinking water by providing the purest and most nutritional water for a healthy body. By integrating AI-powered purification and refill systems, the company enables hotels to produce high-quality drinking water in reusable glass bottles, reducing plastic waste and costs. It has unveiled their latest partnership with Cygnett Hotels which marks another significant milestone in its mission to create a more sustainable hospitality sector.

The journey

Boon was founded with a mission to make drinking water affordable and accessible for all. Advait Kumar, the founder, originally set out to establish water ATMs for rural villages and railway stations. However, an unexpected turn of events led him to the hospitality industry. With a strong focus on sustainability, the company partners with leading hospitality groups to promote responsible water consumption. By replacing plastic bottles with a refillable system, it is helping hotels create a greener and more cost-effective future while setting new industry standards in environmental responsibility.

Today, Boon has expanded its footprint significantly, serving over 400 hotels in India and internationally, including major brands like Hyatt, Wyndham, Taj and Hilton. The company showcases its energy-efficient technology to optimise

water filtration while minimising wastage and its commitment to sustainability extends beyond just reducing plastic waste. Boon actively works on optimising energy consumption and water purification techniques to make its operations as eco-friendly as possible. “We have been focussing on the quality of water as much as its packaging,” Kumar says, adding, “Water purification is key, and our AI-based systems help us monitor and maintain the highest standards in real-time.”

Partnership with Cygnett Hotels

Cygnett Hotels is the latest hospitality brand to embrace Boon’s sustainable water solutions. “We are very excited to be working with Cygnett. This partnership is about more than just replacing plastic bottles with glass ones; it’s about fundamentally changing how hotels approach sustainability,” says Kumar.

One of the key advantages of Boon’s solution is cost-effectiveness. “When you buy a plastic water bottle, you are not paying for the water but its transportation. Our solution allows hotels to generate their own purified water at a lower cost while also reducing environmental harm,” Kumar explains. The initiative aligns with the growing consumer demand for eco-friendly accommodations, helping Cygnett Hotels strengthen its commitment to sustainability.

Cygnett Hotels’ decision to integrate Boon’s water solutions reflects the industry-wide movement towards greener hospitality. Many hotel brands are now recognising the long-term benefits of reducing plastic dependency, not just from an environmental perspective but also in terms of cost-effectiveness and guest satisfaction. “Guests today appreciate sustainable initiatives. They want to stay at hotels that care about the environment, and that gives our partners a competitive advantage,” highlights Kumar.

Innovative water AI technology

Boon’s success is driven by its cutting-edge technology, particularly its Water AI system. “Unlike conventional water purification systems, our AI-powered technology continuously monitors water quality in real-time and adjusts filtration levels accordingly,” Kumar elaborates. This not only ensures optimal

purification but also significantly reduces water wastage.

The system is designed to be adaptable, considering regional water conditions. “In cities like Mumbai, where water quality is relatively good, we use ultrafiltration instead of RO to minimise water wastage. In hilly areas, we retain beneficial minerals while eliminating harmful microbes,” explains Kumar. Such a customised approach makes Boon’s solution both effective and sustainable.

Additionally, Boon incorporates energy-efficient mechanisms to enhance overall sustainability. “We utilise gravity-fed filtration systems that reduce the need for excessive energy consumption. By using clever design strategies, we ensure that our purification methods do not add an unnecessary carbon footprint,” notes Kumar.

Future of sustainable hospitality

Boon’s vision extends beyond its current operations. “Our next big challenge is tackling single-use plastics in banqueting and events. Miniature plastic water bottles at large gatherings contribute significantly to waste, and we are working on solutions to replace them with more sustainable alternatives,” he reveals.

Looking ahead, Kumar believes the hospitality industry plays a crucial role in shaping consumer habits. “Hotels influence lifestyle trends. Just as luxury hotels introduced bedside reading lamps, they can make plastic bottles obsolete by embracing sustainable alternatives,” he asserts.

Beyond business growth, Kumar sees Boon’s mission as a call to action for the entire hospitality sector. “Sustainability isn’t just an option anymore, it’s a necessity. By working together, we can make a significant impact on reducing plastic waste and creating a more responsible future for the hospitality industry,” he concludes.